

Cedar Point: Ticket of a Lifetime
Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Cedar Point: Ticket of a Lifetime (the "Promotion") is open only to legal residents of the fifty (50) United States and District of Columbia (excluding Florida and New York) who are at least thirteen (13) years old at the time of entry. Employees of Millennium Operations LLC d/b/a Cedar Point ("Sponsor"), Merkle Inc. ("Administrator"), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Millennium Operations LLC d/b/a Cedar Point, One Cedar Point Drive, Sandusky, OH 44870. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on February 24, 2020 at 12:00 a.m. Eastern Time ("ET"), ends on August 16, 2020 at 11:59 p.m. ET (the "Promotion Period"), and consists twenty-five (25) weekly entry periods (each a "Weekly Entry Period") as well as a grand prize entry period ("Grand Prize Entry Period") that coincides with the Promotion Period, as set forth herein:

Entry Period	Start Date (12:00 a.m. ET)	End Date (at 11:59 p.m. ET)	Approximate Draw Date/Winner Notification Date
Week 1	February 24, 2020	March 1, 2020	March 2, 2020
Week 2	March 2, 2020	March 8, 2020	March 9, 2020
Week 3	March 9, 2020	March 15, 2020	March 16, 2020
Week 4	March 16, 2020	March 22, 2020	March 23, 2020
Week 5	March 23, 2020	March 29, 2020	March 30, 2020
Week 6	March 30, 2020	April 5, 2020	April 6, 2020
Week 7	April 6, 2020	April 12, 2020	April 13, 2020
Week 8	April 13, 2020	April 19, 2020	April 20, 2020
Week 9	April 20, 2020	April 26, 2020	April 27, 2020
Week 10	April 27, 2020	May 3, 2020	May 4, 2020
Week 11	May 4, 2020	May 10, 2020	May 11, 2020
Week 12	May 11, 2020	May 17, 2020	May 18, 2020
Week 13	May 18, 2020	May 24, 2020	May 25, 2020
Week 14	May 25, 2020	May 31, 2020	June 1, 2020
Week 15	June 1, 2020	June 7, 2020	June 8, 2020
Week 16	June 8, 2020	June 14, 2020	June 15, 2020
Week 17	June 15, 2020	June 21, 2020	June 22, 2020
Week 18	June 22, 2020	June 28, 2020	June 29, 2020

Week 19	June 29, 2020	July 5, 2020	July 6, 2020
Week 20	July 6, 2020	July 12, 2020	July 13, 2020
Week 21	July 13, 2020	July 19, 2020	July 20, 2020
Week 22	July 20, 2020	July 26, 2020	July 27, 2020
Week 23	July 27, 2020	August 2, 2020	August 3, 2020
Week 24	August 3, 2020	August 9, 2020	August 10, 2020
Week 25	August 10, 2020	August 16, 2020	August 17, 2020
Grand Prize	February 24, 2020	August 16, 2020	August 17, 2020

Administrator's computer is the official time-keeping device for the Promotion.

4. How to Enter: During the Promotion Period, visit www.ticketofalifetime.com ("Website") and complete and submit the registration form including a valid email address. Then, answer the provided poll question. You automatically will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing, one (1) Sweepstakes entry into the Grand Prize Entry Period drawing and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter/play one (1) time per Weekly Entry Period during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Any disqualifications under these Official Rules will result in disqualification from both the applicable Weekly Entry Period drawing and the Grand Prize Entry Period drawing. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

BONUS SWEEPSTAKES ENTRIES: After you enter the Promotion, you can earn bonus Sweepstakes entries, as described below. Your Facebook and/or Twitter Share message must be posted to your Facebook or Twitter account (as applicable) through the Website. If you share the Promotion through any other means, including directly to your personal wall or feed, you will not be able to earn bonus Sweepstakes entries.

Facebook Referral: Share a message about the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. If a friend subsequently registers through the unique link, you will receive five (5) bonus Sweepstakes entries into the applicable Weekly Entry Period drawing and five (5) bonus Sweepstakes entries into the Grand Prize Entry Period drawing. **Limit:** up to fifteen (15) bonus Sweepstakes entries, per person, per Weekly Entry Period during the Promotion Period.

Twitter Share: Tweet a message about the Promotion on Twitter. By doing so, you will receive five (5) bonus Sweepstakes entries into the applicable Weekly Entry Period drawing and five (5) bonus Sweepstakes entries into the Grand Prize Entry Period

drawing. Limit: up to five (5) bonus Sweepstakes entries, per person, per Weekly Entry Period during the Promotion Period.

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners, from all eligible entries for the applicable Entry Period, on or around the dates listed above in Section 3. *Non-winning entries will not carry forward into any subsequent Weekly Entry Period drawing(s).* Instant Win Game: Seventy thousand (70,000) random, computer-generated winning times, one for each prize listed below. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by email. **Each potential Sweepstakes prize winner must determine the three (3) friends or family members that will receive the Ticket of a Lifetime within fourteen (14) days after email notification or the Ticket of a Lifetime will be forfeited. In addition, each potential Sweepstakes prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within fourteen (14) days of the date notice or attempted notice is sent, in order to claim his/her prize.** If a potential winner of any prize cannot be contacted, fails to complete and return a Declaration or provide any other requested information within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prizes:

FIVE (5) GRAND PRIZES: "Ticket of a Lifetime" awarded as four (4) annual Cedar Point passes, valid for up to one hundred (100) years. Approximate Retail Value ("ARV"): \$396.

Once each winner's three (3) friends/family members are determined, they cannot be changed, prize cannot be transferred or sold, regardless of circumstance. Ticket of a Lifetime prize must be renewed annually. The Park will email renewal codes to each winner based on the information provided on the Declaration before the start of the operating season each year. If a winner's information has changed since originally completing the Declaration, he/she will be responsible for updating any necessary information change(s). Park is not responsible for outdated information, lost email, spam associated with delivery of renewal codes

and details. Prize is redeemable for unlimited admission to Cedar Point, Cedar Point Shores waterpark and free parking on any public operating day of each park operating season as long as Park is operating and owned by Millennium Operation.

Odds of winning a Sweepstakes Grand Prize depend on the number of eligible entries received during the Promotion Period.

TWENTY-FIVE (25) WEEKLY PRIZES (one (1) awarded for each Weekly Entry Period): "Ticket of a Lifetime" awarded as four (4) annual Cedar Point passes, valid for up to one hundred (100) years. ARV: \$396.

Once each winner's three (3) friends/family members are determined, they cannot be changed, prize cannot be transferred or sold, regardless of circumstance. Ticket of a Lifetime prize must be renewed annually. The Park will email renewal codes to each winner based on the information provided on the Declaration by before the start of the operating season each year. If a winner's information has changed since originally completing the Declaration, he/she will be responsible for updating any necessary information change(s). Park is not responsible for outdated information, lost email, spam associated with delivery of renewal codes and details. Prize is redeemable for unlimited admission to Cedar Point, Cedar Point Shores waterpark and free parking on any public operating day of each park operating season as long as Park is operating and owned by Millennium Operation.

Odds of winning a Sweepstakes Weekly Prize depend on the number of eligible entries received during the applicable Weekly Entry Period.

Instant Win Game Prizes/Offers:

Quantity	Prize Description	ARV
1,000	One (1) two-day Cedar Point ticket	\$100
2,500	One (1) single day Cedar Point ticket	\$75
15,000	"Buy One Get One" admission into Cedar Point	N/A
5,000	"Anniversary Admission" at a reduced price of \$18.70	N/A
46,500	Save \$20.20 for 2020 Cedar Point admission	N/A

All Instant Win Game prizes and offers are valid through September 7, 2020 and can only be used during public operating days during the 2020 season and are not valid during private park company rentals or special events.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays.

For All Prizes: Terms and conditions of tickets, passes and admission discounts apply. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: one (1) Sweepstakes prize per person and one (1) Instant Win Game prize per week per person. TOTAL ARV OF ALL PRIZES: \$299,380. **IMPORTANT NOTE: IF YOU HAVE PREVIOUSLY WON A TICKET OF A LIFETIME PRIZE (OR IF YOU ARE SELECTED AND CONFIRMED AS A FRIEND OR FAMILY MEMBER BY A WINNER), YOU WILL NOT BE ELIGIBLE TO WIN ANY ADDITIONAL TICKET OF A LIFETIME PRIZE(S) IN ANY CURRENT OR FUTURE PROMOTION.**

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor,

Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Ohio (Western Division) or the appropriate Ohio State Court located in Erie County, Ohio; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Ohio, without giving effect to any choice of law or conflict of law rules (whether of the State of

Ohio or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Ohio.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.cedarfair.com/privacy>.

15. Winner List: For a winner list, visit <http://bit.ly/2RtZECm>. The winner list will be posted after winner confirmation is complete.

16. Name Removal Notification System for Consumer Mailings: To remove your contact information from future mailings, please send an email to CountMeOut@ [cedarfair.com](mailto:CountMeOut@cedarfair.com) or return this mailer to 8701 Red Oak Boulevard, Suite 550, Charlotte, NC 28217, Attention: Corporate Marketing, Cedar Fair Entertainment Company® ©2020 Cedar Fair, LP

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